

October 1, 2001

Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions as set forth in the attached Community Relations Quarterly Children's Programming Report for 3<sup>rd</sup> quarter 2001. The report includes information to help prepare the Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

1. **Core programming**: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the educational and informational needs of children 16 and under. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of the new FCC Form 398 we have added specific episode numbers.
2. **Other programming**: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.
3. **Public service announcements targeted to children 16 and under.**
4. **Non-broadcast efforts** that enhance the educational and informational value of NBC Network programming to children.
5. **Network on-air promotional efforts** which include a schedule of TNBC on-air promos.

The NBC Network did not broadcast any programming during the 3<sup>rd</sup> quarter of 2001 that is subject to the commercial limits of the Children's Television Act.

If you have any questions about these reporting requirements, please feel free to call my office.

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## NBC CHILDREN'S EDUCATIONAL AND INFORMATIONAL PROGRAMS

"HANG TIME" AIRED AT 9AM JULY 7-28<sup>TH</sup>. "HANG TIME" FOLLOWS THE DEERING TORNADOES, A VARSITY BASKETBALL TEAM IN AN INDIANA HIGH SCHOOL THAT INCLUDES ONLY ONE FEMALE PLAYER. THE SERIES FOLLOWS THE STARTING LINE-UP THROUGH ITS BASKETBALL SEASONS AND EXPLORES BOTH PERSONAL THEMES OF ADOLESCENT LIFE, AS WELL AS THE SOCIAL THEMES WHICH RELATE TO SPORTSMANSHIP, FAIR PLAY, JEALOUSY, TEAMWORK, COOPERATION AND COMPETITION. AS THE TEAM PROGRESSES THROUGH EACH SEASON, THE AUDIENCE WILL SEE THEM DEVELOP SKILLS IN SEVERAL AREAS. THESE INCLUDE ESTABLISHING PRIORITIES, MANAGING CONFLICTS, DEVELOPING SELF-CONFIDENCE, RESPECTING DIFFERENCES, AND REDUCING BIAS IN BEHAVIOR TOWARDS OTHERS. THERE IS AN EMPHASIS ON INTERPERSONAL COMPETENCE AND TEAMWORK WHICH DEMONSTRATES TO THE AUDIENCE WAYS TO DEVELOP POSITIVE SELF-CONCEPTS YET ALSO MAKE AND MAINTAIN EFFECTIVE SOCIAL RELATIONSHIPS.

"CITY GUYS" AIRED AT 9:30AM JULY 7<sup>TH</sup>-28<sup>TH</sup> AND AT 9AM AUGUST 4-SEPTEMBER 30<sup>TH</sup>. "CITY GUYS" ORIGINATES AT A DENSELY POPULATED, MULTI-ETHNIC, PUBLIC HIGH SCHOOL IN THE HEART OF MANHATTAN. THROUGH ITS CHARACTERS, THE SHOW DEMONSTRATES THAT WHAT WE SEE DOESN'T BEGIN TO TELL THE STORY ABOUT WHO PEOPLE REALLY ARE AND WHAT LIFE IS REALLY LIKE. TWO YOUNG MEN, WHO SEEM TO BE OPPOSITES IN ALL THE OBVIOUS WAYS--RACE, ECONOMIC BACKGROUND, CULTURE, CLOTHES AND MUSIC--ARE THROWN INTO A FRIENDSHIP AND WORKING RELATIONSHIP BY THEIR WISE AND ACERBIC PRINCIPAL. THE BOYS ACTUALLY HAVE A LOT IN COMMON--THEY ARE BOTH BRIGHT, THEY WANT TO BE MORE THAN THE NEGATIVE IMAGES THEY SOMETIMES PROJECT, AND THEY HAVE NEVER BEEN MOTIVATED TO REALLY THINK, REFLECT, OR ACT BEYOND THE SUPERFICIAL. AS THEY DEAL WITH THE PRESSURES OF BIG CITY LIFE, THEY LEARN THAT GETTING BEYOND THE SUPERFICIAL AND SERIOUSLY DEALING WITH A DEEPER REALITY IS THE CRITICAL PATH TO ATTAINING SUCCESS.

"JUST DEAL" AIRED AT 10AM. "JUST DEAL" FOCUSES ON THE DEVELOPMENT OF THREE TEENS WHO ARE UNIQUELY DIFFERENT FROM ONE ANOTHER YET FORGE DEEP BONDS OF FRIENDSHIP THROUGH THEIR SHARED INTERESTS AND PROBLEMS. AS THESE THREE NAVIGATE THEIR WAY THROUGH HIGH SCHOOL, THEY WILL DEAL WITH ALL THE IMPORTANT ISSUES OF ADOLESCENCE, MODELING THEIR PROBLEM-SOLVING AND DECISION-MAKING FOR THE TEEN

AUDIENCE. THE OVERARCHING GOAL OF THIS SERIES IS TO TAKE THE VIEWER FROM ONE LEVEL OF KNOWLEDGE TO A MORE INFORMED OR HIGHER LEVEL OF KNOWLEDGE WITHIN EACH EPISODE. THIS IS ACHIEVED THROUGH THE STORYLINES, WHERE ONE OR MORE OF THE THREE MAIN CHARACTERS WILL DEMONSTRATE ACTIVE PROBLEM-SOLVING AND DECISION-MAKING RELATED TO A SPECIFIC TOPIC. EACH WEEK, EMBEDDED IN AN EVOLVING, CONTINUOUS PROCESS OF FRIENDSHIP AND VALUES CLARIFICATION, A CHARACTER WILL DEAL WITH A SPECIFIC CHALLENGE. TOPICS WILL INCLUDE, FOR EXAMPLE, RACIAL IDENTITY, UNDERSTANDING AND ACCEPTING LOSS, FACING FAILURE, EFFECTIVE COMMUNICATION, CONFLICT MANAGEMENT, PERSONAL RESPONSIBILITY, SERVICE TO OTHERS, TRUST AND BETRAYAL, ACADEMIC ACHIEVEMENT, LIFE BALANCE, AND TOLERANCE.

"ONE WORLD" AIRED AT 10:30AM. "ONE WORLD" FOCUSES ON A FAMILY OF SIX ADOPTED AND FOSTER CHILDREN WHO LIVE WITH DAVE AND KAREN BLAKE, A HIGH SCHOOL BASEBALL COACH AND HIS WIFE. EACH OF THE BLAKE KIDS HAS HAD A ROUGH LIFE, GETTING INTO TROUBLE EITHER AT SCHOOL OR WITH THE LAW, OR GETTING BOUNCED AROUND TO DIFFERENT FOSTER FAMILIES. LIFE WITH THE BLAKES IS THEIR CHANCE AT A STABLE FUTURE BUT EACH CHILD'S BACKGROUND INFLUENCES HIS/HER PERSPECTIVE ON HOW TO HANDLE FAMILY AND LIFE CHALLENGES. IN ADDITION TO LEARNING HOW TO MANAGE FAMILY RELATIONSHIPS, THE KIDS DEAL WITH OTHER SOCIAL AND COGNITIVE ISSUES, FROM PROVIDING SERVICE TO HELP OTHERS, TO LIFE PLANNING AND EDUCATIONAL DEVELOPMENT. THERE IS AN EMPHASIS ON UNDERSTANDING MULTIPLE PERSPECTIVES ON ANY PROBLEM AND GIVING EVERY PERSON A FAIR CHANCE TO PROVE HIS WORTH TO OTHERS.

"NBA INSIDE STUFF" AIRED AT 11:30AM. "NBA INSIDE STUFF" IS A HALF-HOUR NEWS MAGAZINE PROGRAM DIRECTED AT TEENS BETWEEN THE AGES OF 10-16. THE PROGRAM FEATURES THE PRO-SOCIAL OFF-COURT ACTIVITIES OF MALE AND FEMALE BASKETBALL PLAYERS, COACHES, TEAM PERSONNEL AND TEENAGE ATHLETES. OTHER FEATURES HIGHLIGHT ATHLETIC SKILLS, ATTITUDE AND KNOWLEDGE NEEDED FOR SUCCESSFUL ATHLETIC COMPETITION AND PARTICIPATION.

PROGRAM SEGMENTS ARE BASED ON A CURRICULUM INSPIRED BY THE U.S. DEPARTMENT OF EDUCATION'S GOALS 2000, WITH PARTICULAR FOCUS ON MESSAGES ENCOURAGING THE FOLLOWING VALUES: SCHOOL COMPLETION, COMMUNITY SERVICE, COOPERATION, TOLERANCE OF DIFFERENCES, HEALTHFUL PRACTICES AND ATHLETICS, PEACEFUL CONFLICT RESOLUTION AND GLOBAL AWARENESS. THE PROGRAM'S HOST CONVEYS THESE EDUCATIONAL AND INFORMATIONAL MESSAGES PRIMARILY THROUGH REAL LIFE EXAMPLES, INTERVIEWS AND COMMENTARY. WEEKLY FEATURES ON PLAYERS AND OTHER INDIVIDUALS ASSOCIATED WITH BASKETBALL HELP THE AUDIENCE SEE HOW THESE INDIVIDUALS WERE ABLE TO OVERCOME VARIOUS OBSTACLES IN ORDER TO ACHIEVE THEIR GOALS.

See attached sheets for program descriptions and air dates.

## **IMPORTANT INFORMATION REGARDING FCC FORM 398**

**(Please read carefully)**

**\*Please see revised "TNBC Educational Objectives" posted in the Report Center section of APT under FCCQ- FCC Children's Programming Report. We have revised the "TNBC Educational Objectives" to reflect the complement of TNBC shows as of October 6, 2001 and to modify other program descriptions. A copy of this document should be placed in your stations public file no later than October 6, 2001.**

**\*Please note, the TNBC website has recently been streamlined. We recommend that you review the description of the website which you may have included in question #11 of the FCC Form 398.**

As you have been advised, the TNBC lineup will change, effective October 6, with the new show "Skate" replacing "One World." You will need to note this change in Section 7 (plans for upcoming quarter) of the 3rd quarter FCC Form 398. Below is a description of the "educational and informational objectives of the program and how it meets the definition of Core Programming". In addition, we have revised the description of "NBA Inside Stuff," also listed below.

### **Description of the educational and informational objectives of the program and how it meets the definition of core programming:**

#### **Skate**

This show focuses on the overarching challenge of teens -- accepting the reality that they must develop a sense of personal responsibility and life purpose even though they will always be tested to embrace a culture of bravado and risk. The main character in this show is academically gifted but he is also trying to become accepted as a radical skater. With his friends, his father, and a variety of other characters who have some impact on his life, our lead shows us how hard it is to be successful in more than one way. The characters come from diverse family situations. Our main character and his father model a trusting and communicative relationship even through very difficult situations. Each week, the story takes the audience from one level of knowledge to another as the main character and his friends learn how to establish priorities, become professional about their work, and develop a good sense of judgment about people and situations.

#### **NBA Inside Stuff**

This program is a 30 minute news magazine about the players and programs of the NBA. The show features players and coaches in a variety of short segments that communicate a point of view or reveal new information to the audience. The information might be about the game of basketball or it might show another side of the players' lives. Every week the audience sees examples of individual players and the NBA organization in civic endeavors. In some segments specific questions from the audience on topics ranging from developing specific athletic skills to dealing with personal problems are answered by a player. Each episode of the program offers content stressing the value of practice, hard work, and professionalism as a way to achieve one's goals.

## **TNBC EDUCATIONAL OBJECTIVES** **AS OF AUGUST 4, 2001**

IN COMPLIANCE WITH THE CHILDREN'S TELEVISION REGULATIONS THAT BECAME EFFECTIVE JANUARY 2, 1997, NBC'S TNBC PROGRAMS FEATURE AN ON-AIR ICON INDICATING EACH PROGRAM AS "EDUCATIONAL AND INFORMATIONAL" FOR CHILDREN. THIS ICON IS DISPLAYED AT THE BEGINNING OF EACH BROADCAST. ALSO, IN COMPLIANCE WITH THE NEW REGULATIONS, THE FOLLOWING DOCUMENT WHICH INCLUDES "EDUCATIONAL AND INFORMATIONAL OBJECTIVES OF TNBC" MUST BE PLACED IN YOUR PUBLIC FILE.

### **"EDUCATIONAL AND INFORMATIONAL OBJECTIVES OF TNBC"**

EACH OF THE PROGRAMS LISTED BELOW WHICH MAKE UP NBC'S TNBC (TEEN NBC) PROGRAMMING BLOCK IS SPECIFICALLY DESIGNED TO SERVE THE EDUCATIONAL AND INFORMATIONAL NEEDS OF TEENAGERS, SPECIFICALLY, 13-16 YEAR OLDS. THE EDUCATIONAL OBJECTIVE OF EACH OF THESE PROGRAMS IS TO DEMONSTRATE HOW THE KNOWLEDGE OF ONE OR MORE CHARACTERS IN THE STORY MOVES FROM ONE LEVEL TO A MORE INFORMED OR HIGHER LEVEL OF KNOWLEDGE BY THE END OF EACH EPISODE. THIS CHANGE IN KNOWLEDGE CONVEYS AN EDUCATIONAL MESSAGE TO THE AUDIENCE WHICH MAY FALL INTO ONE OR MORE CATEGORIES--INTELLECTUAL-COGNITIVE AND/OR SOCIO-EMOTIONAL. THE MESSAGE WILL ALWAYS BE INTEGRAL TO THE PLOT. CONTENT WHICH DEVELOPS THE MESSAGE WILL BE PRESENT THROUGHOUT THE SCRIPT.

THE EDUCATIONAL OBJECTIVES ARE ACHIEVED BY OFFERING THE AUDIENCE ENGAGING AND RELATABLE CHARACTERS WHO SHARE A COMMON PERSPECTIVE. THE STORYLINES ARE DRAWN FROM SPECIFIC CHALLENGES TEEN FACE TODAY DRINKING AND DRIVING, LEARNING DISABILITIES, EATING DISORDERS, GAMBLING, SMOKING, SUBSTANCE ABUSE, RACIAL AND ETHNIC INTOLERANCE AND THE RIGHT AND RESPONSIBILITY TO VOTE. PERENNIAL THEMES, SUCH AS FRIENDSHIP, DEFINING ONE'S SELF, DEVELOPING SOCIAL SKILLS, MANAGING ONE'S LIFE AND BEING COMPETENT ARE ALSO COVERED BECAUSE THEY ARE CENTRAL TO ADOLESCENCE. ALL THE THEMES ARE INTEGRATED INTO THE SERIES IN VARYING DEGREES AND WITH DIFFERENT LEVELS OF EMPHASIS.

TO ENSURE THAT THE CONTENT OF EACH SHOW IS DEVELOPMENTALLY APPROPRIATE FOR THE TARGET TEEN AUDIENCE, THE TNBC TEAM OF PRODUCERS AND WRITERS WORKS CLOSELY WITH EDUCATIONAL CONSULTANTS. THESE EXPERTS IDENTIFY IMPORTANT THEMES AND DILEMMAS OF ADOLESCENCE THAT CAN FORM THE BASIS OF THE MESSAGES. THEY HELP INTEGRATE THE EDUCATIONAL THEME OF EACH SHOW INTO THE ACTION, SO THAT THE STORY NARRATIVE AND THE EDUCATION MESSAGE ARE INTERDEPENDENT.

**"CITY GUYS"** ORIGINATES AT A DENSELY POPULATED, MULTI-ETHNIC, PUBLIC HIGH SCHOOL IN THE HEART OF MANHATTAN. THROUGH ITS CHARACTERS, THE SHOW DEMONSTRATES THAT WHAT WE SEE DOESN'T BEGIN TO TELL THE STORY ABOUT WHO PEOPLE REALLY ARE AND WHAT LIFE IS REALLY LIKE. TWO YOUNG MEN, WHO SEEM TO BE OPPOSITES IN ALL THE OBVIOUS WAYS--RACE, ECONOMIC BACKGROUND, CULTURE, CLOTHES AND MUSIC--ARE THROWN INTO A FRIENDSHIP AND WORKING RELATIONSHIP BY THEIR WISE AND ACERBIC PRINCIPAL. THE BOYS ACTUALLY HAVE A LOT IN COMMON--THEY ARE BOTH BRIGHT, THEY WANT TO BE MORE THAN THE NEGATIVE IMAGES THEY SOMETIMES PROJECT, AND THEY HAVE NEVER BEEN MOTIVATED TO REALLY THINK, REFLECT, OR ACT BEYOND THE SUPERFICIAL. AS THEY DEAL WITH THE PRESSURES OF BIG CITY LIFE, THEY LEARN THAT GETTING BEYOND THE SUPERFICIAL AND SERIOUSLY DEALING WITH A DEEPER REALITY IS THE CRITICAL PATH TO ATTAINING SUCCESS.

**"ONE WORLD"** FOCUSES ON A FAMILY OF SIX ADOPTED AND FOSTER CHILDREN WHO LIVE WITH DAVE AND KAREN BLAKE, A HIGH SCHOOL BASEBALL COACH AND HIS WIFE. EACH OF THE BLAKE KIDS HAS HAD A ROUGH LIFE; GETTING INTO TROUBLE EITHER AT SCHOOL, OR WITH THE LAW, OR GETTING BOUNCED AROUND TO DIFFERENT FOSTER FAMILIES. LIFE WITH THE BLAKES IS THEIR CHANCE AT A STABLE FUTURE BUT EACH CHILD'S BACKGROUND INFLUENCES THEIR PERSPECTIVE ON HOW TO HANDLE FAMILY AND LIFE CHALLENGES. . IN ADDITION TO LEARNING HOW TO MANAGE FAMILY RELATIONSHIPS, THE KIDS DEAL WITH OTHER SOCIAL AND COGNITIVE ISSUES, FROM PROVIDING SERVICE TO HELP OTHERS, TO LIFE PLANNING AND EDUCATIONAL DEVELOPMENT. THERE IS AN EMPHASIS ON UNDERSTANDING MULTIPLE PERSPECTIVES ON ANY PROBLEM AND GIVING EVERY PERSON A FAIR CHANCE TO PROVE THEIR WORTH TO OTHERS.

**PAGE 3/TNBC OBJECTIVES (8/4/01)**

**“JUST DEAL”** FOCUSES ON THE DEVELOPMENT OF THREE TEENS WHO ARE UNIQUELY DIFFERENT FROM ONE ANOTHER YET FORGE DEEP BONDS OF FRIENDSHIP THROUGH THEIR SHARED INTERESTS AND PROBLEMS. AS THESE THREE NAVIGATE THEIR WAY THROUGH HIGH SCHOOL, THEY WILL DEAL WITH ALL THE IMPORTANT ISSUES OF ADOLESCENCE, MODELING THEIR PROBLEM-SOLVING AND DECISION-MAKING FOR THE TEEN AUDIENCE. THE OVERARCHING GOAL OF THIS SERIES IS TO TAKE THE VIEWER FROM ONE LEVEL OF KNOWLEDGE TO A MORE INFORMED OR HIGHER LEVEL OF KNOWLEDGE WITHIN EACH EPISODE. THIS IS ACHIEVED THROUGH THE STORYLINES, WHERE ONE OR MORE OF THE THREE MAIN CHARACTERS WILL DEMONSTRATE ACTIVE PROBLEM-SOLVING AND DECISION-MAKING RELATED TO A SPECIFIC TOPIC. EACH WEEK, EMBEDDED IN AN EVOLVING, CONTINUOUS PROCESS OF FRIENDSHIP AND VALUES CLARIFICATION, A CHARACTER WILL DEAL WITH A SPECIFIC CHALLENGE. TOPICS WILL INCLUDE, FOR EXAMPLE, RACIAL IDENTITY, UNDERSTANDING AND ACCEPTING LOSS, FACING FAILURE, EFFECTIVE COMMUNICATION, CONFLICT MANAGEMENT PERSONAL RESPONSIBILITY, SERVICE TO OTHERS, TRUST AND BETRAYAL, ACADEMIC ACHIEVEMENT, LIFE BALANCE, AND TOLERANCE.

**“ALL ABOUT US”** FOCUSES ON THE DEVELOPMENT OF FOUR TEEN GIRLS WHO LIVE AND ATTEND HIGH SCHOOL IN CHICAGO. THEY COME FROM VERY DIFFERENT FAMILY BACKGROUNDS, AND HAVE DIFFERENT STRENGTHS, BUT SHARE A BOND OF FRIENDSHIP. THEIR DIFFERENT TALENTS, PERSPECTIVES, AND FAMILY EXPERIENCES BECOME THE PLATFORM FOR ILLUSTRATING ALTERNATIVE APPROACHES TO UNDERSTANDING AND SOLVING PROBLEMS. ONE GIRL’S APPROACH TO SPORTS, FOR EXAMPLE, TEACHES ANOTHER GIRL ABOUT HOW TO DEAL WITH A FAILURE OR LOSS. THE OVERARCHING GOAL OF THE SERIES IS TO MODEL A LEARNING EXPERIENCE FOR THE AUDIENCE, WHERE THE PRIMARY CHARACTER GOES FROM ONE STATE OF KNOWLEDGE TO ANOTHER HIGHER STATE OF KNOWLEDGE BY THE END OF THE EPISODE. EACH WEEK, EMBEDDED IN THE STORY NARRATIVE, A LESSON IS PRESENTED TO THE AUDIENCE THAT RELATES SPECIFICALLY TO TEEN CONCERNS. TOPICS INCLUDE INTER-RACIAL UNDERSTANDING, USING COMPROMISE TO AVOID NEGATIVE CONFLICT, EFFECTIVE COMMUNICATION WITH PARENTS, THE HAZARDS OF RISK-TAKING, SAYING “NO” TO PEER PRESSURE, AND USING LOGIC TO SOLVE YOUR PROBLEMS.

ALSO INCLUDED IN THE TNBC LINEUP IS **“NBA INSIDE STUFF,”** A HALF-HOUR NEWS MAGAZINE PROGRAM DIRECTED AT TEENS BETWEEN THE AGES OF 13-16. THE PROGRAM FEATURES THE PRO-SOCIAL OFF-COURT ACTIVITIES OF MALE AND FEMALE BASKETBALL PLAYERS, COACHES, TEAM PERSONNEL AND TEENAGE ATHLETES. OTHER FEATURES HIGHLIGHT ATHLETIC SKILLS, ATTITUDE AND KNOWLEDGE NEEDED FOR SUCCESSFUL ALTHLETIC COMPETITION AND PARTICIPATION.

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### Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational.

Wild About Animals	5:30
Jack Hanna's Animal Adventures	4:30
Critter Gitters	3:40

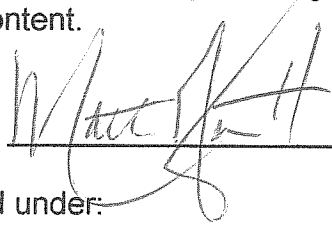
The NBC programs which are designated as educational and informational allow 1:00 of local advertising time. These programs are:

Hangtime  
NBA Inside Stuff  
City Guys  
One World  
Just Deal  
All About Us

CERTIFICATION  
CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: 10/10/01

  
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Programs designated for children 16 and under:

Hang Time  
City Guys I  
Just Deal  
One World  
City Guys II  
NBA Inside Stuff  
Wild About Animals  
Critter Gitters  
Jack Hanna's Animal Adventures  
All About Us